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# THIS LOOKS GOOD

SLOGAN CONTESTS FOCUS ATTENTION ON CENTRAL NEED

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James W. Dayton, associate county agent in Middlesex County, Mass., made a special effort last year to teach fruit growers how to train young trees. He wanted to center attention, particularly, on the value of the central leader tree as against the open center type.

A slogan contest was considered the best means of quickly focusing popular attention on the central need and for driving home essential facts. A \$5 gold piece was offered as a prize to the fruit grower who sent in the best slogan on the importance of developing trees with a central leader. Nearly 100 fruit growers submitted slogans.

Announcements of the contest and all supplementary news notes and articles were used to tell why young trees should be trained to a central leader. The fact that such trees were stronger than the open center type was kept before people constantly during the contest. Emphasis was also placed on the idea that such trees were probably pruned more easily and that they had a longer bearing life.

The slogan contest evidently got over these ideas in a fine way. The winning slogan "Center future profits in that central leader tree" aptly conveys the main principle. Many other good slogans likewise showed that the contestants had been impressed by the teaching that the tree trained to a good leader is most valuable; e.g., "Train 'em straight and they will stand the weight"; "With one leader it stands - with many it falls"; "Make every tree a leader"; "Central leader - make no mistake - will carry the load and never break."

The prize-winning slogan was used in articles in local papers as well as in the county extension news and also on cuts which showed the central leader trees. A rubber stamp embodying the slogan and showing a conventionalized central leader tree was used to stamp all letters and cards which were sent to fruit growers.

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Original distribution to all extension workers in Eastern and Central States and extension directors and county-agent supervisors in other States.

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